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7/8/57

fashion calendar

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 6, 1957</u>			
Saturday July 6 4:00 P.M. Cocktails	FALL MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Fall millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 6 6:00 P.M. Buffet	VISITING PRESS SHOWING OF FALL HATS Walter Florell's Fall millinery collection will be shown to the visiting press in his new showroom. By invitation. Publ: Donna Cannon, MU. 7-5447.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
<u>WEEK BEGINNING SUNDAY, JULY 7, 1957</u>			
Sunday July 7 8:30 A.M.- 4:30 P.M.	OPEN HOUSE FOR VISITING PRESS "Christmas in July"--showing of the J. H. Kimball Fall scarfs, handkerchiefs and stoles; also Countess Mara men's accessories, ties, shirts and toiletries. Thereafter, 9:30 A.M. - 5:30 P.M. through July 19, for N.Y. press. Publicity: Ruth Mitchell at Mary Marsh Assoc., PL. 7-5809.	J. H. KIMBALL; COUNTESS MARA	MARY MARSH ASSOCIATES 2 W. 46 ST. - 16TH FL.
Sunday July 7 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 7 12:30 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Sunday July 7 3:00 P.M. Champagne	MILLINERY PREVIEW FOR VISITING PRESS The visiting press will preview Sally Victor's collection of Fall millinery. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 7 4:30 P.M.- 8:00 P.M.	COCKTAILS AND BUFFET FOR THE VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY ROOM
Sunday July 7 7:00 P.M. Dinner	SILK FASHION SHOW FOR VISITING PRESS International Silk Ass'n, U.S.A. (Auxiliary Member, N.Y.D.I.--See Page 2) will present fashions in silk. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

NEW YORK DRESS INSTITUTE'S TWENTY-NINTH NATIONAL PRESS WEEK (July 7 - 13, 1957)

Fall collections of leading designers (33 members, 15 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 7...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.)	PIERRE-BALLROOM
Mon., July 8...	8:00 A.M.	BUFFET BREAKFAST	PIERRE-BALLROOM
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM
	9:30 A.M.	MONTE-SANO & PRUZAN	PIERRE-BALLROOM
	10:30 A.M.	SAMUEL WINSTON (Roxane)	PIERRE-BALLROOM
	11:30 A.M.	HELEN LEE (Children's Clothes) (Aux.)	PIERRE-BALLROOM
	12:15 P.M.	Junior Group: JACK HORWITZ ASSOC., MR. MORT, JR. SOPHISTICATES, REICH-GOLDFARB. Luncheon	PIERRE-BALLROOM
	2:00 P.M.	DAVIDOW	PIERRE-BALLROOM
	3:00 P.M.	NETTIE ROSENSTEIN	PIERRE-BALLROOM
	4:00 P.M.	HARRY FRECHTEL	PIERRE-BALLROOM
	5:00 P.M.	JANE DERBY	PIERRE-BALLROOM
	6:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.)	PIERRE-ROOF GDN.
	8:30 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.)	46TH ST. THEATRE
Tues., July 9...	8:00 A.M.	BUFFET BREAKFAST	PIERRE-BALLROOM
	8:45 A.M.	BRANELL	PIERRE-BALLROOM
	9:45 A.M.	WILLIAM FOX	PIERRE-BALLROOM
	10:45 A.M.	ORIGINALA	PIERRE-BALLROOM
	11:45 A.M.	CLAIRE McCARDELL	PIERRE-BALLROOM
	12:45 P.M.	SHIP 'N SHORE-Luncheon (Aux.)	PIERRE-BALLROOM
	2:30 P.M.	ELFREDA-VISIONI	PIERRE-BALLROOM
	3:30 P.M.	TRIGERE	PIERRE-BALLROOM
	4:30 P.M.	CEIL CHAPMAN-Cocktails	PIERRE-BALLROOM
	7:00 P.M.	N.W. AYER & SON, INC.-Dinner (Aux.)	WALDORF-ASTORIA
Wed., July 10...	8:30 A.M.	CHRISTIAN DIOR, N.Y. (Breakfast)	730 5TH (7 FL.)
	10:00 A.M.	HERBERT SONDHEIM	PIERRE-BALLROOM
	11:00 A.M.	GEORGE CARMEL	PIERRE-BALLROOM
	12:00 Noon	PATTULLO-JO COPELAND	PIERRE-BALLROOM
	1:00 P.M.	ALAMAC KNITTING MILLS-Luncheon (Aux.)	HOTEL PLAZA-TERR.
	2:30 P.M.	PAUL PARNES	PIERRE-BALLROOM
	3:30 P.M.	BEN ZUCKERMAN	PIERRE-BALLROOM
	4:30 P.M.	GRENELLE-ESTEVEZ	PIERRE-BALLROOM
	5:30 P.M.	CAPEZIO SHOES & "STEMWEAR" (Aux.)	PIERRE-ROOF GDN.
	6:45 P.M.	MILLINERY INST. OF AMER.-Dinner (Aux.)	AMBASSADOR HOTEL
Thurs., July 11...	8:00 A.M.	BORGANA-Breakfast (Aux.)	AMBASSADOR HOTEL
	9:00 A.M.	HATTIE CARNEGIE	42 E. 49 (2 FL.)
	10:15 A.M.	BEN REIG	498 7TH (23 FL.)
	11:15 A.M.	MAURICE RENTNER	498 7TH (16 FL.)
	12:30 P.M.	MR. JOHN-SUBURBIA, USA-Lunch (Aux.)	525 7TH (17 FL.)
	2:15 P.M.	TINA LESER	PIERRE-BALLROOM
	3:15 P.M.	HANNAH TROY	PIERRE-BALLROOM
	4:15 P.M.	ANNE FOGARTY for MARGOT	PIERRE-BALLROOM
	5:15 P.M.	OLEG CASSINI-Cocktails	PIERRE-BALLROOM
	7:30 P.M.	PELLON-Dinner & Entertainment (Aux.)	PIERRE-BALLROOM
Fri., July 12...	8:00 A.M.	CONE MILLS-Breakfast (Aux.)	DUNHALL'S-40TH ST.
	9:00 A.M.	B. H. WRAGGE	550 7TH (9 FL.)
	10:00 A.M.	HARVEY BERIN (Karen Stark)	530 7TH (7 FL.)
	11:00 A.M.	ADELE SIMPSON	530 7TH (23 FL.)
	12:00 Noon	MOLLIE PARNIS	530 7TH (18 FL.)

(Continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TWENTY-NINTH NATIONAL PRESS WEEK (Continued from Page 2)</u>			
<u>Fri., July 12...</u>	<u>1:00 P.M.</u>	<u>COTY, INC.-Luncheon (Aux.)</u>	<u>PIERRE-BALLROOM</u>
<u>(Continued)</u>	<u>2:30 P.M.</u>	<u>FREDERIC HARVEY (Fernando Bosc).</u>	<u>PIERRE-BALLROOM</u>
	<u>3:30 P.M.</u>	<u>EDWARD ABBOTT (Wilson Folmar)</u>	<u>PIERRE-BALLROOM</u>
	<u>4:30 P.M.</u>	<u>Variety Group: SUZY PERETTE, BERNHARD</u>	
		<u>ALTMANN, LEONARD ARKIN, LEE CLAIRE,</u>	
		<u>MOJUD HOSIERY.</u>	<u>PIERRE-BALLROOM</u>
	<u>5:45 P.M.</u>	<u>LILLY DACHE-Cocktails (Aux.)</u>	<u>PIERRE-BALLROOM</u>
<u>Sat., July 13...</u>	<u>9:30 A.M.</u>	<u>RITTER FURS-Breakfast (Aux.)</u>	<u>HOTEL PLAZA-TERR.</u>
	<u>12:30 P.M.</u>	<u>ELIEN LIND ASSOCIATES (Aux.)</u>	<u>STRATFORD, CONN.</u>

July 8 9:00 A.M. - "WATCH FOR" FORUM (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 9:30 A.M. - MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 10:30 A.M. - SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

Monday FALL MILLINERY WALTER FLORELL 30 WEST 57TH STREET
July 8 PREVIEW FOR PRESS SALON - 5TH FLOOR
11:00 A.M. Walter Florell will preview his Fall millinery collection. (Note New Address). By invitation. Publicity: Donna Cannon, MU. 7-5447.

July 8 11:30 A.M. - HELEN LEE (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 12:15 P.M. - JUNIOR GROUP (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 2:00 P.M. - DAVIDOW (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 3:00 P.M. - NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

July 8 4:00 P.M. - HARRY FRECHTEL (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

Monday FASHIONS IN WOMEN'S THE WATCHMAKERS HOTEL PIERRE
July 8 AND MEN'S WATCHES OF SWITZERLAND ROOF GARDEN
4:30 P.M. "Fashions In Time--'57", informal showing of newest creations in women's
7:00 P.M. and men's watches for the coming season, presented by The Watchmakers of
Cocktails Switzerland (Auxiliary Member, N.Y.D.I.--See Pg. 2). By invitation.
Publicity: Frances Russell, at Foote, Cone & Belding, MU. 8-5000.
Contact: Elizabeth Maher Associates, 424 Madison Avenue, EL. 5-4248.

July 8 5:00 P.M. - JANE DERBY (N.Y.D.I.--See Pg. 2) PIERRE-BALLROOM

Monday FALL AND WINTER TRIFARI, KRUSSMAN 16 EAST 40TH STREET
July 8 JEWELRY COLLECTION AND FISHEI, INC. SHOWROOM - 4TH FLOOR
5:30 P.M.- Cocktails, dinner and informal showing of Fall and Winter jewelry collec-
8:30 P.M. tion. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.

Monday THEATRE PARTY SHIP 'N SHORE 46TH STREET THEATRE
July 8 FOR VISITING PRESS 226 WEST 46TH STREET
8:30 P.M. Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the
visiting press to see "New Girl In Town" with Gwen Verdon and Thelma
Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Monday PREVIEW OF EMME, INC. SHERRY NETHERLAND
July 8 FALL MILLINERY (19 WEST 57TH ST.) CRYSTAL PAVILION
9:00 P.M. Emme will invite press and buyers to preview her Fall collection of mil-
Champagne linery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday July 8	SHOWING OF SPRING FABRICS M. & W. Thomas will present their new Spring fabrics to magazine editors, buying offices and store buyers. Contact: Richard Thomas, BR. 9-6910.	M. & W. THOMAS CORP.	50 WEST 40TH STREET SHOWROOM - 14TH FLOOR
Beginning Monday July 8	OPEN HOUSE FOR VISITING PRESS Henry Friedricks will present their Fall coat and suit collection for the visiting press. Continuous showings. Contact: Alan R. Baron, PE. 6-8868,	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday July 8	FOR VISITING PRESS: FALL JEWELRY SHOWINGS Informal showings of Napier Fall and Winter collection of fashion jewelry, boutique items and gifts. Contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday July 8	SHOWING OF RESORT AND SPRING FABRICS Showing of suit, coat and dress weight fabrics by Tuerpe for Resort and Spring, 1958. By appointment only. Contact: Jean Russell at Berglas- Rieger, BR. 9-2015.	TUERPE, INC.	112 WEST 34TH - 19 FL. BERGLAS-RIEGER, SHOWRM.
Tuesday July 9 8:00 A.M.- 11:00 A.M.	SHOE REVIEW: BREAKFAST-- VISITING & LOCAL PRESS "Shoes on Exhibition"---the news and trends of Autumn '57 footwear for visit- ing and local press. By invitation. Contact: Kay Davidge, CO. 5-6367.	ANDREW GELLER (18 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
July 9	<u>8:45 A.M.</u> - BRANELL (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
Tuesday July 9 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Presentation of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
July 9	<u>9:45 A.M.</u> - WILLIAM FOX (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
July 9	<u>10:45 A.M.</u> - ORIGINALA (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
Tuesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Laddie Northridge will preview his Fall millinery collection to the press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
July 9	<u>11:45 A.M.</u> - CLAIRE MCCARDELL (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
Tuesday July 9 12:45 P.M. Luncheon	FALL BLOUSE SHOW-- VISITING & LOCAL PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 2) will present Fall blouses. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
July 9	<u>2:30 P.M.</u> - ELFREDA-VISIONI (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
July 9	<u>3:30 P.M.</u> - TRIGERE (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	
July 9	<u>4:30 P.M.</u> - CEIL CHAPMAN (N.Y.D.I.--See Pg. 2)	PIERRE-BALLROOM.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 9 7:00 P.M. Dinner	DIAMOND DINNER FOR VISITING PRESS N.W. Ayer & Son, Inc. (Auxiliary Member, N.Y.D.I.--See Pg. 2) will show diamonds by Cartier, Tiffany & Co., Van Cleef & Arpels, Harry Winston. Entertainment by Vic Damone and Will Jordan. By invitation only. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE-SERT ROOMS
Tuesday July 9 7:00 P.M. Dinner	FALL MILLINERY SHOW FOR BUYERS Semi-annual hat fashion show for millinery buyers. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STAB. COMMISSION	WALDORF-ASTORIA GRAND BALLROOM
Tuesday July 9- July 10	LEATHER FASHIONS- OPEN HOUSE PREVIEW A two-day preview, 10:00 A.M. to 5:00 P.M., of Fall and Winter leather shoes, handbags, gloves, luggage and clothes, for visiting and local press. By invitation. Contact: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM - 10TH FLOOR
July 10	8:30 A.M. - CHRISTIAN DIOR, N.Y. (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Wednesday July 10 9:00 A.M. Breakfast	PREVIEW OF FALL MILLINERY COLLECTION Trevi's premiere showing of Fall hats. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	TREVI, INC. (43 W. 56TH ST.)	LONGCHAMPS 19 WEST 57TH STREET
July 10	10:00 A.M. - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 10	11:00 A.M. - GEORGE CARMEL (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Wednesday July 10 11:00 A.M.	PRESS PREVIEW OF HATS FOR FALL Presentation of William J's Fall millinery collection to the press. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
July 10	12:00 Noon - PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Wednesday July 10 1:00 P.M. Luncheon	FASHIONS IN ALAMAC-- VISITING & LOCAL PRESS Alamac (Auxiliary Member, N.Y.D.I.--See Pg. 2) will preview women's, men's, boys' and girls' Fall fashions in "Thalspun" orlon-wool jersey; "Permathal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation. Contact: Haydon Ross at Alamac, OX. 5-1445. Publicity: Will Gagen or Kurt Ross, Fashion Bureau, 15 W. 48th St., MU. 8-7966.	ALAMAC KNITTING MILLS (1412 BROADWAY)	HOTEL PLAZA TERRACE ROOM
July 10	2:30 P.M. - PAUL PARNES (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 10	3:30 P.M. - BEN ZUCKERMAN (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 10	4:30 P.M. - GRENELLE-ESTEVEZ (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Wednesday July 10 4:30 P.M. Cocktails	FALL MILLINERY CLINIC AND MEETING Semi-annual clinic of the MMEA, with panel discussion on millinery merchandising. Speakers: Esther Lyman, Harper's Bazaar; and Venita Kelly, Cincinnati Post. By invitation. Contact: Mrs. Charles Steinecke, LE.2-8415.	MILLINERY MERCH'G EXECUTIVES' ASS'N	WALDORF-ASTORIA CARPENTER SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 10 2:30 P.M.	PRESS PREVIEW OF TRANSITION DRESSES Hope Reed's transition collection will be presented to the press. By invitation. <u>Customer showings</u> , Mon., July 15, at 12:30 and 2:30, on 4th floor. Publicity: Harriet Miller, WI. 7-9600.	FRANKLIN SIMON	6TH FLOOR CONFERENCE ROOM
Wednesday July 10 5:30 P.M. Cocktails	SHOE FASHIONS FOR VISITING PRESS "The Moving Look Review"--Capezio (<u>Auxiliary Member, N.Y.D.I.--See Pg.2</u>) will present Fall shoe and stocking fashions to visiting and local press. By invitation. Publicity: Marya Morton, JU. 6-2150.	CAPEZIO, INC. (756 SEVENTH AVE.)	HOTEL PIERRE ROOF GARDEN
Wednesday July 10 6:45 P.M. Dinner	FALL MILLINERY FOR VISITING PRESS The Millinery Institute of America (<u>Auxiliary Member, N.Y.D.I.--See Pg. 2</u>) will present Fall hats. By invitation. Contact: Comm. Counselors, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR TRIANON-BALLROOM
Thursday July 11 8:00 A.M. Breakfast	BREAKFAST FOR VISITING PRESS Fashion show of Borgana (<u>Auxiliary Member, N.Y.D.I.--See Pg. 2</u>) 4-star and other deep-pile fabrics. By invitation. Publicity: Ruth Mitchell at Mary Marsh Assoc., 2 W. 46th St., PL. 7-5809.	BORGANA	HOTEL AMBASSADOR TRIANON ROOM
July 11	<u>9:00 A.M.</u> - HATTIE CARNEGIE (N.Y.D.I.--See Pg. 2)		42 E. 49TH ST. - 2ND FL.
Thursday July 11 9:30 A.M. Breakfast	PRESS PREVIEW: FALL & WINTER BRIDAL FASHIONS Bridal and bridesmaid collection, including a special showing of head-pieces. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHREACH'S	4TH FLOOR BRIDAL SALON
July 11	<u>10:15 A.M.</u> - BEN REIG (N.Y.D.I.--See Pg. 2)		498 7TH AVE. - 23RD FL.
Thursday July 11 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
July 11	<u>11:15 A.M.</u> - MAURICE RENTNER (N.Y.D.I.--See Pg. 2)		498 7TH AVE.-16TH FL.
Thursday July 11 12:00 Noon Luncheon	FALL MILLINERY AT LUNCHEON SHOW Speaker: Frances Hodges--"Your Billion Dollar Bonus On Parade." Commentator: Ruey Messenger of Julius Garfinckel. Co-Chairmen: Conoldine Burnett & Frances Hodges. \$6.00, members; \$7.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Thursday July 11 12:30 P.M. Luncheon	VISITING PRESS SHOWING OF FALL COLLECTION Mr. John-Suburbia, U.S.A. Inc. (<u>Auxiliary Member, N.Y.D.I.--See Pg. 2</u>) will show his collection, including skirts and casual-wear. By invitation. Contact: Harriette Reines, LO. 3-7900. Publ.: Gloria Gelfand, LO. 3-7990.	MR. JOHN-SUBURBIA, USA	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
July 11	<u>2:15 P.M.</u> - TINA LESER (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
July 11	<u>3:15 P.M.</u> - HANNAH TROY (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 11	<u>4:15 P.M.</u> - ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Thursday July 11 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Fall lingerie, blouses and children's clothes for visiting and local press. By invitation. Contact: Herbert Miskend, MU. 6-8600.	YOLANDE CORP. (16 EAST 34TH ST.)	SAVOY PLAZA HOTEL SAVOY ROOM
July 11	<u>5:15 P.M.</u> - OLEG CASSINI (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Thursday July 11 7:30 P.M. Dinner	DINNER-ENTERTAINMENT FOR VISITING PRESS Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the visiting press to dinner and showing of women's, men's and children's fashions with Pellon. Entertainment will follow show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	HOTEL PIERRE BALLROOM
Friday July 12 8:00 A.M. Breakfast	CORDUROY FASHIONS FOR VISITING PRESS Cone Mills (Auxiliary Member, N.Y.D.I.--See Pg. 2)--Fall fashions in coor- dinated cottons and corduroy. By invitation. Publ.: Jane Wyatt, LO. 5-4600.	CONE MILLS (1440 BROADWAY)	DUNHALL'S (AT 40 ST.) 1440 BROADWAY
July 12	<u>9:00 A.M.</u> - B. H. WRAGGE (N.Y.D.I.--See Pg. 2)		550 7TH AVE. - 9TH FLOOR
Friday July 12 9:00 A.M.- 12:30 P.M.	OPEN HOUSE FOR VISITING PRESS The visiting press will preview Vera Maxwell's Fall collection. Contact: Connie Foster, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Friday July 12 9:00 A.M.- 12:00 Noon	OPEN HOUSE PREVIEW-- SCARF COLLECTION Visiting press preview of Glentex Fall scarves, stoles, headwear, jackets and novelties. Publicity: Ann R. Silver Assoc., MU. 7-8654.	GLENTEX (GLENSDER TEXTILE CORP)	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
July 12	<u>10:00 A.M.</u> - HARVEY BERIN-Karen Stark (See Pg. 2)		530 7TH AVE. - 7TH FL.
July 12	<u>11:00 A.M.</u> - ADELE SIMPSON (N.Y.D.I.--See Pg. 2)		530 7TH AVE. - 23RD FL.
July 12	<u>12:00 Noon</u> - MOLLIE FARNIS (N.Y.D.I.--See Pg. 2)		530 7TH AVE. - 18TH FL.
Friday July 12 12:00 Noon- 5:00 P.M.	OPEN HOUSE PREVIEW-- JEWELRY COLLECTIONS Preview for visiting press of jewelry fashions by Coro and couturier jewelry by Vendome. Publicity: Ann R. Silver Assoc., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Friday July 12 1:00 P.M. Luncheon	LUNCHEON-DEMONSTRATION FOR VISITING PRESS Coty (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting and local press to a luncheon and demonstration. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC. (612 FIFTH AVE.)	HOTEL PIERRE BALLROOM
July 12	<u>2:30 P.M.</u> - FREDERIC HARVEY-Fernando Bosc (N.Y.D.I.--See Pg. 3)		PIERRE-BLRM
July 12	<u>3:30 P.M.</u> - EDWARD ABBOTT-Wilson Folmer (N.Y.D.I.--See Pg. 3)		PIERRE-BALLRM.
July 12	<u>4:30 P.M.</u> - VARIETY GROUP (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 12 5:45 P.M. Cocktails	COCKTAIL PARTY: VISITING AND LOCAL PRESS Lilly Dache, Lucien Lelong and Lilly Dache Cosmetics (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) -- presentation of "Scintillating Lady" theme in beauty and fashion. By invitation. Publ: Eleanor Lambert, MU. 8-2130.	LILLY DACHE (78 EAST 56TH ST.)	HOTEL PIERRE BALLROOM
Saturday July 13 9:30 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday July 13 12:30 P.M.	SHAKESPEARE FESTIVAL FOR VISITING PRESS Ellen Lind Associates (<u>Auxiliary Member, N.Y.D.I.--See Pg. 3</u>) on behalf of their clients, will invite the visiting press to the American Shakespeare Festival, followed by cocktails and dinner, returning to Grand Central Station at 11:30 P.M. By invitation. Publ: Ellen Lind, PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	STRATFORD, CONNECTICUT
July 14- July 18	ELEVENTH SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW AT N.Y. TRADE SHOW BUILDING, 8TH AVE. AT 35TH STREET. Contact: Arthur Tarshis, 12 W. 72, TR. 3-7128.		
July 14- July 19	NINTH ANNUAL NAT'L CHINA, GLASS AND TABLEWARE SHOW AT HOTEL NEW YORKER. Contact: George F. Little, MU. 9-7147.		
Beginning Monday July 15	PREVIEW OF SPRING 1958 FABRICS Showing of Strong, Hewat's suit, coat and dress woolens for Resort and Spring; also, "Bellgiwool" imported woolens and worsteds. By appointment. Contact: Jean Russell at Berglas-Rieger, BR. 9-2015.	STRONG, HEWAT AND BERRIEGE WOOLENS	112 WEST 34 - 19 FL. BERGLAS-RIEGER SHRM.
Tuesday July 16 11:30 A.M.	PRESS PREVIEW: FALL & WINTER SHOE FASHIONS Presentation of Fall and Winter shoes, designed exclusively for Saks Fifth Avenue. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday July 16 4:00 P.M. Cocktails	PRESS PREVIEW OF CLOCKS "Fourth Dimension"--press showing of new designs in clocks. By invitation. Show produced by Mia Grau, PL. 5-1127.	SEMCA CLOCK CO. (30 IRVING PLACE)	WALDORF-ASTORIA JANSEN SUITE
Wednesday July 17 9:30 A.M.	PREVIEW: MID-SUMMER HOME FURNISHINGS By invitation. Contact: Reni Kuhn, OX. 5-4400.	MACY'S	EXECUTIVE DINING RM. 13TH FLOOR
Thursday July 18 4:00 P.M.- 7:00 P.M.	PREVIEW FOR BEAUTY PRESS Parfums Ciro of Paris and New York--"take off" of New Ciro on a "Fragrance Flight to Paris". By invitation. Publ: Alice Dowd, 424 Madison, EL. 5-4248.	PARFUMS CIRO (681 FIFTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday July 25 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of bridal fashions at Maurer Originals' showroom. By invitation. Customer showing at 5:30 on 4th floor at Saks 34th. Contact: Dorothy Friedman, LA. 4-7000.	SAKS 34TH STREET	MAURER ORIGINALS 491 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 25 10:15 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Arnold Constable will preview their Fall and Winter fur fashions to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK SALON
Sunday July 28- August 1	NAT'L LUGGAGE & LEATHER GOODS SHOW New colors and designs in luggage, trunks, brief cases, travel accessories. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Wednesday July 31 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will preview their college collection to the press. By invitation. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING RM.
Thursday August 1 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Martin's will preview their college collection. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	EXECUTIVE OFFICES 6TH FLOOR
Monday August 5 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Arnold Constable will present their College collection to the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Tuesday August 6 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Gimbels will preview their college collection to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SHOP
Wednesday August 7 2:30 P.M.	SPRING AND SUMMER SHOW STYLE CONFERENCE Fabrics, color and silhouette, including developments in the leather market and shoe design trends. Admission by ticket only. Contact: Edward J. McDonald, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Sunday August 11- August 15	FIFTY-SECOND JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
Thursday August 20 9:15 A.M. Breakfast	OPENING OF GIFT AND AT HOME SHOPS Gunther Jaeckel will preview the opening of their "Gift Shop" and "At Home Shop" to the press. Contact: Rosette de M. Pennington, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET
Tuesday August 27 10:30 A.M. Breakfast	PRESS PREVIEW: FALL MILLINERY Gimbels will preview their Fall millinery to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR MILLINERY SALON
Thursday August 29 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORTS Macy's will preview their import collection to the press. By invitation. Publ.: Barbara Moskowitz, OX. 5-4400, Ext. 2910.	MACY'S	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF FALL COLLECTIONS IN ROME, FLORENCE, LONDON AND PARIS</u>			
Beginning Monday July 15	FALL MILLINERY OPENINGS IN PARIS	CHAMBRE SYNDICALE de la MODE PARISIENNE	PARIS, FRANCE
	<u>July 15:</u> Janette Colombier and Janette. <u>July 18:</u> Jean Patou. <u>July 22:</u> Jean Desses. <u>July 23:</u> Jacques Heim-Svend and Christie. <u>July 24:</u> Rose Valois. <u>July 25:</u> Legroux Soeurs and Marie Christine. <u>July 26:</u> Claude St. Cyr and Gilbert Orcel. <u>July 29:</u> Paulette. <u>Aug. 1:</u> Christian Dior.		
Beginning Monday July 15- July 17	BRITISH READY-TO-WEAR FOR FALL	LONDON WEEK	LONDON, ENGLAND
	London ready-to-wear showings by: Aquascutum, Ascher, Paul Blanche, Dorville, Galloway Reels, Heather Mills, Horrockses, Jacqmar, Lennox of Loch Lomond, Simon Massey, Matita, Popper, Shielana, Frederick Starke, Andrew Stewart, Vernervogue, Wallace of London, Wilson & Glenny. Contact: Rosemary Sheehan, 27 E. 37 St., MU. 5-1280.		
Beginning Thursday July 18- July 20	OPENING OF ROMAN COUTURE COLLECTIONS	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
	<u>July 18:</u> Accessories Exhibit; Boutique collection. <u>July 19:</u> La Tessitrice dell'Isola; Giovanelli; Gattinoni; Fontana. <u>July 20:</u> Mingolini-Gugenheim; Eleanora Garnett; Baratta; Cocktail party. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.		
Beginning Monday July 22- July 26	OPENING OF FLORENCE COUTURE COLLECTION	CENTRO DI FIRENZE LA MODA	FLORENCE, ITALY
	<u>July 22:</u> Millinery show; Adria; Avagolf; Baldini; Giara D'Arno; Glans; Myricae; Valditevere; Vito; Mirsa; Avolio; Bertoli; Emilio. <u>July 23:</u> Carosa; Capucci; Antonelli; Veneziani. <u>July 24:</u> Fabiani; Simonetta; Marucelli; Schuberth. <u>July 25:</u> Guidi; Gregoriana; Centinaro; Sarli; Enzo. <u>July 26:</u> Showings will continue on their premises at Palazzo Strozzi. Contact: G. B. Giorgini, 10 Lungarno Acciaiuolo, Florence, Italy.		
Beginning Tuesday July 23- July 26	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
	<u>July 23:</u> Michael Sherard, Michael, Lachasse. <u>July 24:</u> Ronald Paterson, Victor Stiebel, Hardy Amies, Charles Creed. <u>July 25:</u> Mattli, John Cavanagh, Worth, Norman Hartnell, Hardy Amies. <u>July 26:</u> John Cavanagh. Contact: Ann Ryan, 46 Old Bond Street, London, W.1.		
Beginning Monday July 29	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	<u>July 25:</u> Chanel (Tentative). <u>July 29:</u> Desses, Manguin, Patou, Riviere, Sagardoy. <u>July 30:</u> Balmain, Cardin, Gres, Lanvin-Castillo, Raphael, Revillon. <u>July 31:</u> Givenchy (buyers), Carven, Heim, Hermes, de Rauch, Ricci, Rouff. <u>Aug. 1:</u> Bruyere, Carpentier, Dior, Griffe, Laroche. <u>Aug. 2:</u> Balenciaga (buyers), Montaigne. Contact: Chambre Syndicale, 102 Rue du Fauborg, St. Honore, Paris.		